

Mixify Beauty Brings the Art of Creating Your Own Personal Indie Scent to GBK's Oscars Gift Lounge

"Create Your Signature Scent" DIY Mixify Perfume Kits from Mixify Beauty will be gifted and on display at GBK's 2018 Oscars Luxury Celebrity Gift Lounge.

SAN FRANCISCO, CALIFORNIA, UNITED STATES, February 7, 2018 /EINPresswire.com/ -- Mixify Beauty (www.MixifyBeauty.com) is pleased to announce its participation, in association with The Artisan Group®, in a by-invitation-only luxury celebrity gift lounge hosted by GBK, honoring the nominees and presenters of the 2018 Oscars. The gift lounge takes place March 2-3, 2018 at an exclusive location in Beverly Hills, California.

Mixify Beauty will showcase on display its latest beauty innovation, Mixify Perfume "[Create Your Signature Scent](#)" kits that allow users to create their own customized fragrant, personal indie scents. Kits include everything one needs to make their own signature scent, including an all-natural base, 9 fragrant artisan scents (3 head, 3 heart, 3 base), travel-sized re-sealable bottles, a how to make your own perfume cheat sheet, blending note cards to capture how you made your signature scent, and fragrance testing strips.

Celebrities and VIPs stopping by The Artisan Group's display will receive a mini "Create Your Own Signature Scent" perfume kit as part of The Artisan Group's signature black swag bag so they can try it for themselves.

"[Personalization](#) is so important in today's world. Our "Create Your Signature Scent" perfume kits were a big hit at GBK's 2018 Golden Globes Gift Lounge, and we're excited to share them with attendees at GBK's Oscars Gift Lounge as well," said Mixify Beauty founder Amy Schofield.

According to Amy, "perfumes are complex creatures filled with mysterious scents." Head, heart, and base are names given to the different fragrance groups in a perfume, to help one know when to expect a smell and to anticipate the interactions between the fragrances.

For the full-size "Create Your Signature Scent" perfume kits, the "Head" group of fragrances includes bergamot, peony, and spice, while the "Heart" group consists of chypre, patchouli, and ylang ylang. The "Base" group is composed of amber, French vanilla and musk.



Create Your Signature Scent DIY Mixify Perfume Kit from Mixify Beauty as gifted to celebrities at GBK's Luxury Gift Lounge for the 2018 Oscars

"What makes our Create Your Own Signature Scent perfume kits stand out from the average [design your own perfume](#) bar is the experience they allow. With our kits, you can actually handle the scents, experimenting and learning as you go. I encourage users to become aware of the historically tested guidelines for what makes a good scent and then challenge them to make something uniquely personal that may even push against the rules."

"Create Your Own Signature Scent" perfume kits are perfect for birthday parties, gifts, mommy & me and spa days, bachelorette parties, bridal showers, tween parties, sleepovers, art and color therapy, and more.

Mixify Beauty was recently seen at Celebrity Gift Lounges for the 2018 Golden Globes and 2018 Grammys, and has been featured by People Magazine, Refinery 29 and Cosmetics Design. Nominated for Best Nail Care Product at the 2017 Indie Beauty Expo, Mixify Beauty is currently launching an exclusive immersive experience with IfOnly.com and is preparing to release a new (yet to be named) perfume collection later this year.

Mixify Beauty is available at www.MixifyBeauty.com, Uncommon Goods, AHALife, Forever 21 and select local boutiques nationwide.

To learn more about Mixify Beauty, visit www.MixifyBeauty.com and contact Amy Schofield by email using the contact button at the top right of this press release. Become a fan on Instagram, Facebook, Twitter, Pinterest, and Snapchat.

For more information about The Artisan Group, visit theartisangroup.org.

ABOUT MIXIFY BEAUTY

Mixify Beauty (www.MixifyBeauty.com) was born from the desire to try something alternative to a traditional bachelorette party. It quickly became a quest to recover the lost art of craft as a way of building community.

Founder Amy Schofield loves being able to create the EXACT color or scent she wants for that special occasion. More than that, she loves creating with others. She's been mesmerized by some of the creations she's seen people make at her pop up shops – so creative and vivid!

At Mixify Beauty, it's about being a part of positive change that helps people rethink our product consumption – size, longevity – and brings people back to feeling a part of a tangible community, not just a virtual community.

Central to Mixify Beauty's values is a commitment to sustainability and conscious consumption. Amy made the deliberate decision to be kinder to the environment and use reusable materials along with right-sized, smart sized packaging where we can. Mixify Beauty is committed to continually find ways of doing this better.

Mixify Beauty encourages its customers to leave inhibition behind, celebrate the imperfections and experience the joy of creating something made by their hands, with care, with passion, and with purpose; something crafted with pride, complete with slight variations which make each item unique, and, as a result, make them unique.

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